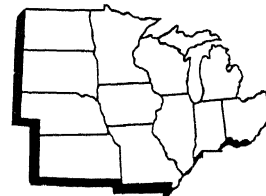


**MOTHERS'  
PREFERENCES  
and  
BUYING  
PRACTICES**  
for  
boys' shirts,  
jeans and slacks

Research Bulletin 873



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North Central Research Committee NC-24  
THE CONSUMPTION, CHARACTERISTICS AND SERVICEABILITY OF  
WEARING APPAREL

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# **MOTHERS' PREFERENCES AND BUYING PRACTICES FOR BOYS' SHIRTS, JEANS AND SLACKS**

## **INTRODUCTION**

A study dealing with consumer preferences and buying practices for school wearing apparel of nine and ten year old boys was a part of a North Central Regional Project in textiles and clothing. The objectives of this phase of the study were to:

- (1) Secure information on the practices followed by mothers in the purchase and use of specified items of boys' wear.
- (2) Determine preferences which influenced choices for specific items.
- (3) Determine the extent to which expressed preferences and buying practices may be associated with family background characteristics such as occupation, income, family size, and employment status of mother.

## **INTERVIEW PROCEDURE**

The sample of mothers interviewed in each of four states, Illinois, Iowa, Michigan and Ohio, was drawn by the same sampling procedure. Interviewers in all states used a common interview schedule, kits containing the same selection of garments, and followed the same procedures in carrying through the interviews. All interviews were made during the winter months of 1956.

The interview schedule was designed to obtain information relating to: (1) shopping practices, (2) actual preferences for boys' jeans, slacks, woven and knit shirts and reasons for preferences, (3) number of these items owned and use and care of each, and (4) occupation of father, family size and income, and employment status of mother.

Each kit of garments contained 6 jeans, 5 pairs of slacks, 1 T-shirt, 4 colored knit shirts, and 8 woven shirts.<sup>1</sup> The style features, fabrics, fabric designs, and colors in each group of items were representative of market offerings at the time of the study.

During the interviews each group of garments was presented separately to the mother and she was asked to examine them and select the item she preferred from the group. She was then asked to state the reasons for her choice. More specific questions followed in an attempt to determine the influence of specific construction and design features on her choice of each item.

## **BACKGROUND CHARACTERISTICS OF POPULATION SAMPLE**

Occupational classification of 396 families interviewed showed one-fourth of the group to be white collar workers, one-fifth farmers and approximately one-half skilled and manual laborers. A number of families reported more than one occupation as the source of income. These cases were categorized according to the occupation which might indicate the highest social status since it was believed that occupation might influence the preferences and practices followed in the selection and use of clothing items.

The population sample of no two states showed the same pattern of occupations. Manual laborers predominated in the Ohio and Michigan samples, white collar workers in Illinois and farmers in Iowa (Figure 1).

Reported incomes were classified into three groups: (1) less than \$2500; (2) \$2500 to \$4999 and (3) \$5000 and over. Slightly over one-half of the 396 families reported incomes between \$2500 and \$4999. The percentage of families having incomes of less than \$2500 was 12 to 16 percent more in Ohio and Iowa than in Illinois and Michigan, while the number of families reporting incomes of \$5000 and over in Illinois and Michigan was approximately twice that in Iowa and Ohio (Figure 2).

The highest percentage of families reporting incomes of less than \$2500 was in the farm group. No white collar worker reported an income of this amount. Two-fifths or more of the skilled labor and

<sup>1</sup> See appendix for description of garments.

FIGURE 1  
OCCUPATION OF FATHER BY STATES

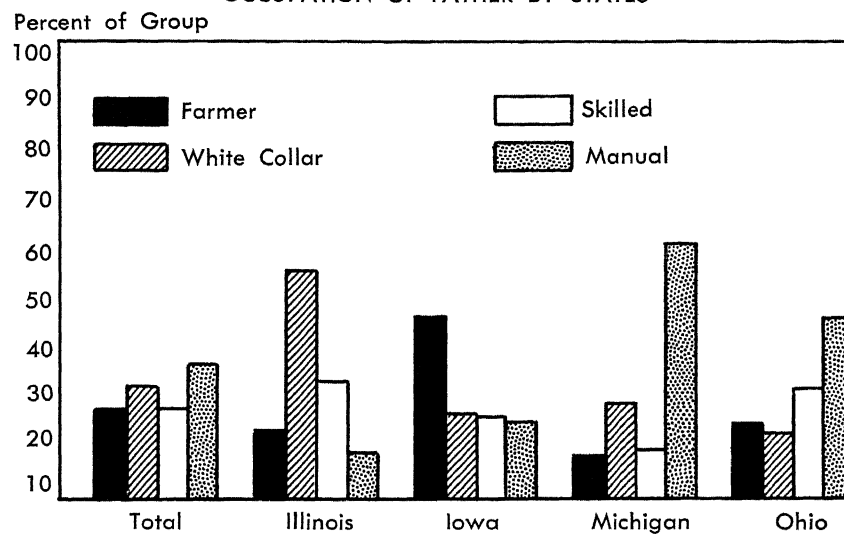


FIGURE 2  
FAMILY INCOME BY STATES

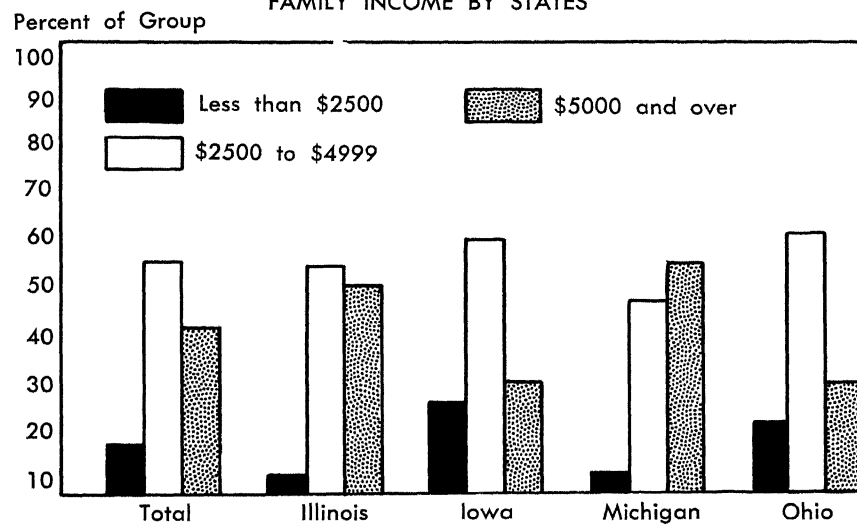


FIGURE 3  
FAMILY INCOME BY OCCUPATION OF FATHER

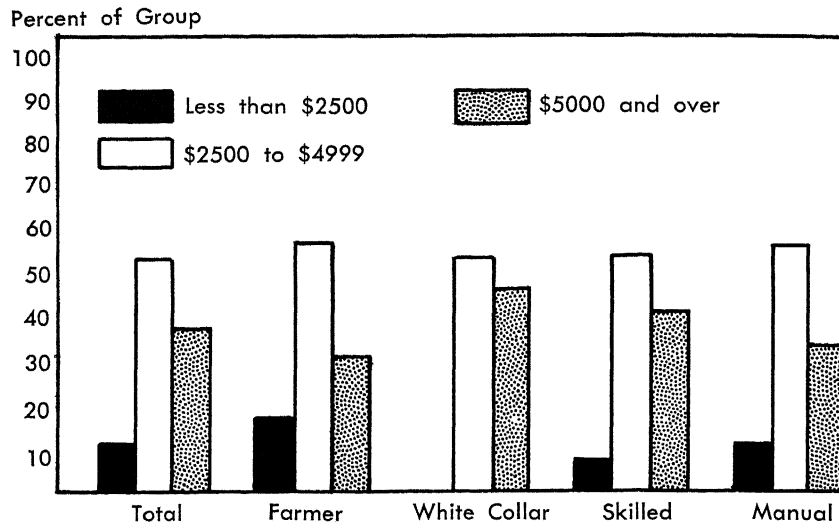
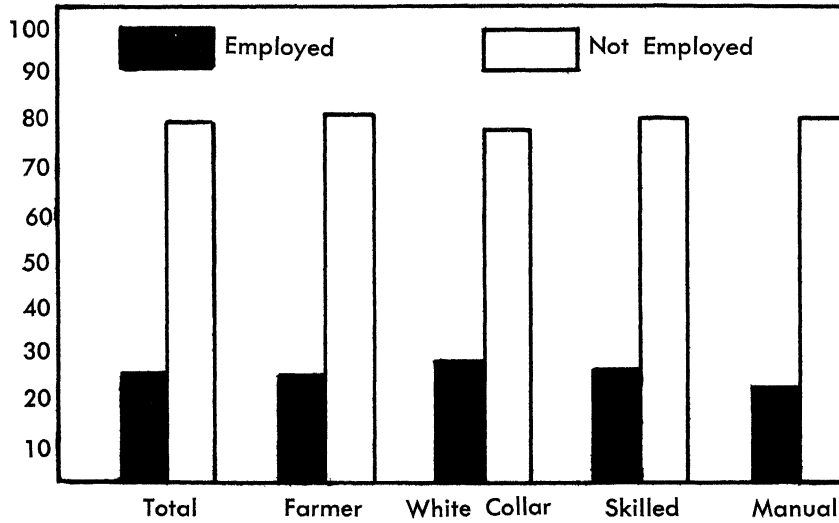
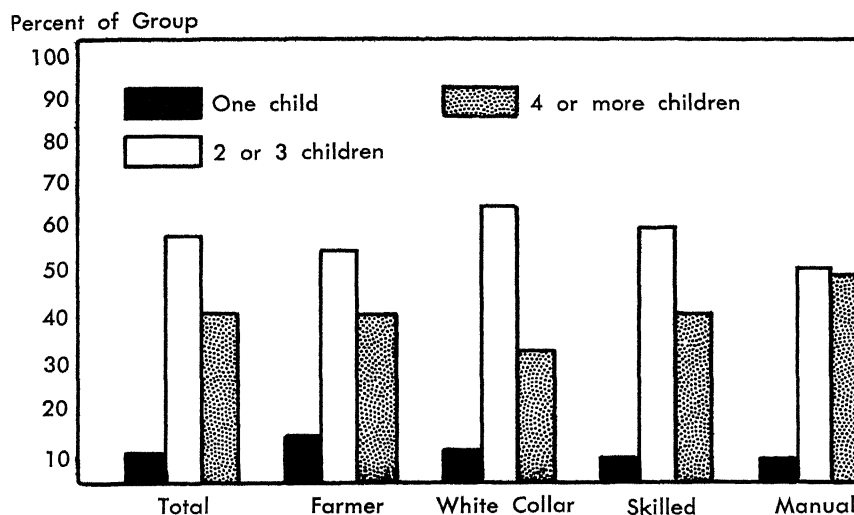


FIGURE 4  
EMPLOYMENT STATUS OF MOTHER BY OCCUPATION OF FATHER



**FIGURE 5**  
**FAMILY SIZE BY OCCUPATION OF FATHER**



white collar groups reported incomes of \$5000 and over. Slightly more than one-half of each occupational group had incomes of between \$2500 and \$4999 (Figure 3).

Slightly less than one-fourth of the 396 mothers interviewed worked outside the home. The percentage of employed mothers varied from one-fifth in the manual labor group to one-fourth in the white collar group (Figure 4).

Twenty-three of the 396 families had only one child. Over half of the total group had 2 or 3 children and two-fifths had 4 or more. Families of 4 children were reported most often by manual workers and least often by the white collar group (Figure 5).

## FINDINGS

### Methods by Which Garments Were Acquired

#### Ready-made vs. made-at-home

All jeans and slacks were purchased ready-made. About 75 per cent of the mothers bought all shirts ready-made, while one-fifth

reported some were ready-made and some made-at-home. Only 2 percent of the mothers made all of their sons shirts.

The extent to which shirts were purchased ready-made varied little with income or employment status of the mother. The percentage of the farm group purchasing all shirts ready-made was slightly less and the percentage of the skilled worker group slightly more than the average for the total group.

### Gift items

All five items of apparel included in the study were received as gifts by one-fourth or more of the boys. Woven shirts were the most frequently received gift items and slacks the least frequent. Jeans, knit shirts and T-shirts were gift items in from one-third to two-fifths of the families.

There was some indication that the practice of receiving clothing items as gifts was related to income (Table 1). All items except knit shirts were reported as gifts more often by the lowest income group than in either of the other groups.

TABLE 1  
INCOME AND ITEMS RECEIVED AS GIFTS

Income	Number of Cases	Received as Gifts				
		Jeans	Slacks	T-shirts	Knit shirts	Woven shirts
Total	383*	Percent	Percent	Percent	Percent	Percent
Less than \$2500	40	55	35	41	41	73
\$2500 - 4999	203	37	23	34	33	65
\$5000 and over	140	38	24	38	46	64

\* 13 no response on income

Occupation of the father showed no definite pattern of relationship to items received as gifts. Farmers' sons received the fewest jeans and slacks as gifts; sons in the white collar group the most woven shirts and T-shirts. Wives of skilled workers reported the most jeans as gift items and the fewest T-shirts.

Family size seemed to influence a few items. As the number of children increased, the percentage receiving woven shirts and slacks



as gifts decreased. Sons in families of 4 or more children most often received T-shirts as gifts. Knit shirts were gift items most often and jeans the least often in families having one child.

Employment of the mother showed no relationship to the number or kind of items received as gifts.

#### **Handed-down items**

Over half (57 percent) of those interviewed stated that their sons did not wear handed-down garments. The percentage of sons receiving clothing by this method was greater in the low income group than in either of the higher income groups.

The number receiving handed-down garments of the five types covered in the study is given below:

Items	Number reporting practice
Shirts	23
Slacks	18
Jeans	6
T-shirts	4
Knit shirts	2

### **Buying Practices**

#### **Places of purchase**

The types of stores in which the items included in the study were purchased are shown in Table 2. One-fourth or more of the group reported buying each clothing item in large chain stores. Purchases of slacks at Men's and Boys' stores equalled those at the large chain stores, but for other garments no one type of store accounted for more than 15 percent of the purchase.

The percentage of purchases at large department stores and Men's and Boys' stores was greatest in the high income group. The middle income group showed a definite preference for large chain stores. The small department stores and 'other' stores were used more often by the low income group. This may mean that the low income group bought more items in stores in their hometowns which did not fit into the categories used for classifying the stores in this study.

**TABLE 2**  
**PLACE OF PURCHASE OF CLOTHING ITEMS**

Place of purchase	Clothing Items				
	Jeans	Slacks	T-shirts	Knit shirts	Woven shirts
Number of cases	396	396	396	396	396
	Percent	Percent	Percent	Percent	Percent
Large department store	7	11	8	6	9
Small department store	11	10	10	8	11
Large chain store	35	23	30	22	28
Men's and Boys' store	10	23	9	8	11
Mail order outlet	9	8	15	12	12
Other	13	11	10	9	7
More than one type	15	9	10	9	14
No response	1	5	8	26	7

The white collar group purchased more items at the large department store and less from large chain stores than any other occupational group. Farmers purchased more at large chain stores. Wives of manual workers shopped more often in the small department stores. The skilled workers were not a predominant customer group at any of the places of purchase.

The percentage of purchases at large and small department stores and Men's and Boys' stores was highest for families having one child. Families with 4 or more children reported more purchases at large chain stores, 'other' stores, and in more than one type of store. The two or three child families were the best customers of the mail order outlets.

Employment of the mother showed no effect on the place of purchase.

#### **Prices usually paid**

The average price paid for a school shirt was \$1.94, and the average price paid for a dress shirt was \$2.52. Prices usually paid for jeans ranged from \$1 to \$5, with an average price of \$2.26. The usual price paid for slacks ranged from \$1.98 to \$8 with an average price of \$5.03.

Chi squares were computed to determine significant differences in prices paid for the various items and the four background charac-

teristics: (a) occupation of father, (b) income, (c) size of family, and (d) employment status of mother. The price paid for slacks was significantly related to family income (Table 3). This relationship was significant at the 1 percent level.

TABLE 3  
PRICE USUALLY PAID FOR SLACKS BY INCOME

Price of slacks	Family Income		
	Less than \$2500	\$2500 - 4999	\$5000 and over
Number of cases	40	203	140
0 - 3.98	18	38	16
4. - 4.98	19	121	77
5. and over	2	33	34
No response	1	11	13

$$\chi^2 = 25.13$$

$$p = .01 \text{ (a)}$$

(a) Lines 2 and 3 were combined in the computation of Chi square

The prices usually paid for school and dress shirts were significantly related to occupation of father. This relationship was significant at the 1 percent level for school shirts and at the 5 percent level for dress shirts (Table 4).

TABLE 4  
PRICE USUALLY PAID FOR SHIRTS BY OCCUPATION OF FATHER

Price of shirt	School Shirts				Dress Shirts			
	Farmer	White Collar	Skilled worker	Manual worker	Farmer	White Collar	Skilled worker	Manual worker
Number of cases	80	100	77	119	80	100	77	119
Less than \$2.00	52	60	51	97	18	21	18	41
\$2.00 - \$2.99	28	28	22	18	49	47	39	56
\$3.00 or more	0	5	2	1	12	22	15	11
No response	0	7	2	3	1	10	5	11

$$\chi^2 = 11.98$$

$$p = .01 \text{ (a)}$$

$$\chi^2 = 13.31$$

$$p = .05$$

(a) Lines 2 and 3 were combined in the computation of Chi square

Number of children in the family and employment of the mother outside the home did not significantly relate to prices usually paid for any of the clothing items included in this study.

## Determination of size

The greatest number of these 9 and 10 year old boys wore a Size 12 shirt. Trying the shirt on was the method most often used for determining size. A list of methods used by the mothers for determining size of shirts is given in Table 5.

TABLE 5  
SIZE DETERMINATION FOR SHIRTS

Size Determination	
Number of cases	396
	Percent
Try on	23
Age size	16
Sleeve length	16
Buy a larger size when his gets small	14
Shoulder yoke	8
Buy same size as present shirt	8
Neck size	6
Hold up to boy	3
Catalog chart	1
Length of shirt tail	1
Other	12
No response	3

Because some mothers gave more than one answer, total is greater than 100 percent.

Three-fourths of the mothers reported no fitting problems with their sons' shirts. About 20 percent thought that shirt sleeves were too long.

Jeans and slacks were purchased in sizes ranging from Size 8 to Size 16. Size 10 was the median for 9 year old boys and Size 12 for 10-year olds for both garments. Size was determined by trying on the garment by 41 percent of the group while 39 percent used the waist measurement as a determinant of size for slacks (Table 6).

Fifty-one percent of the boys had no fitting problems with jeans and 49 percent none with slacks. Lengths that were too long and waists that were too large were the most frequently mentioned fitting problems for both garments.

**TABLE 6**  
**SIZE DETERMINATION FOR SLACKS**

Size Determination	
Number of cases	396
	Percent
Try on	41
Waist measurement	39
Inseam	17
Age	7
Length	2
Larger than last size	2
By looking or guess	2
Hold them up	1
Other	6
No response	2

Because some mothers gave more than one answer, total is greater than 100 percent.

#### **Number of items purchased at one time and number of items owned**

The median number of items purchased at one time was 3 jeans, 3 T-shirts, 2 or 3 school shirts, and 1 dress shirt. Approximately 63 percent of the group purchased jeans 2 or 3 at one time.

None of the five items in the study was owned by all boys. Knit shirts were the least popular and jeans the most popular items for this age group.

The number of jeans owned by each boy ranged from 0 to 10 or more. The median number for the total group was 5. Only two boys owned no jeans while 22 had 10 or more.

The number of slacks owned by each boy ranged from 0 to 5 or more. The median number owned by the total group was 2 pair. Eleven boys had no slacks, only four owned 5 or more pairs.

The range in T-shirts owned was from 0 to 10 or more. The median number for the total group was 4. Forty-four boys had no white T-shirts, while 26 owned 10 or more.

The number of colored knit shirts per individual ranged from 0 to 10 or more. Approximately one-third of the sons did not own colored knit shirts. The median number of colored knit shirts owned was 3. Eighteen boys owned 10 or more.

The range in the number of woven school shirts and woven dress shirts owned was the same, from 0 to 10 or more of each. The median number of school shirts owned was 5; dress shirts, 2. Eight boys owned no woven school shirts and 35 owned 10 or more. Only one boy had more than 6 dress shirts while 12 boys owned none.

The median number of garments owned decreased as the number of children in the family increased. The median number of garments owned by sons in one-child families was at least one more of each item than the median for the total group. The median number of jeans and woven school shirts owned by sons in families of 4 or more children was one less than the median for the total group.

### **Child's Participation in Selection of Clothes**

#### **Boy's interest**

During the interview a question was asked to determine the son's interest in helping select his clothes. Less than one-fifth of the mothers said their sons were not interested and less than half (44 percent) of the total group reported much interest on the part of their sons. The greatest lack of interest was reported by the white collar group. Half of the boys in the farm group and half in the skilled worker group were described as much interested.

The proportion of the group showing interest varied little with income or employment status of the mother.

#### **Son a shopping partner**

Boys were more frequently the mothers' shopping partners for jeans and slacks than for shirts (Table 7). Almost twice as many mothers reported taking boys shopping for jeans as reported not taking them. Sons accompanied mothers when shopping for slacks in three-fourths of the cases.

The percentage of boys taken shopping for jeans, T-shirts and knit shirts was greater in the skilled and manual occupational groups than in the farmer and white collar groups (Table 8). The farmer sons helped shop for slacks more often than sons in other occupational groups. The percentage of boys helping shop for woven shirts was approximately the same in all occupational groups.

TABLE 7  
CLOTHING ITEMS BY PRACTICE OF TAKING SON SHOPPING

Clothing Items	Son Taken Shopping		
	Yes	No	No response
	Percent	Percent	Percent
Jeans	62	37	1
Slacks	74	21	5
T-shirts	26	70	4
Knit shirts	25	56	19
Woven shirts	45	51	4

The practice of taking the son shopping showed little relationship to income. Slightly more sons in the highest income group shopped for jeans and slacks and slightly more in the middle group for shirts.

TABLE 8  
CLOTHING ITEMS FOR WHICH SON HELPED SHOP  
BY OCCUPATION OF FATHER

Clothing Items	Occupation of Father			
	Farmer	White Collar	Skilled worker	Manual worker
Number of cases*	80	100	77	119
	Percent	Percent	Percent	Percent
Jeans	59	51	70	65
Slacks	86	75	71	66
T-shirts	19	19	32	30
Knit shirts	20	19	29	28
Woven shirts	45	45	42	47

\* 20 not classified according to occupation

Boys in one-child families helped shop for their clothing items more often than those in larger families (Table 9).

Sons who were interested in selecting clothing were taken shopping approximately three times as often as those not interested (Table 10). This was true for all items except slacks. Evidently the interest of the child in selecting his clothing and his presence as a shopping partner have some relationship. Of the boys not interested in selecting clothing almost one-half were taken along when shopping for slacks.

**TABLE 9**  
**CLOTHING ITEMS FOR WHICH SON HELPED SHOP BY FAMILY SIZE**

Clothing Items	Family Size		
	One child	2 - 3	4 or more
Number of Cases*	24	216	153
	Percent	Percent	Percent
Jeans	78	61	62
Slacks	86	78	76
T-shirts	48	24	29
Knit shirts	33	23	26
Woven shirts	54	45	46

\* 3 no response to number of children

**TABLE 10**  
**CLOTHING ITEMS FOR WHICH SON HELPED SHOP**  
**BY INTEREST IN SELECTING CLOTHING**

Clothing Items	Interest in Selecting Clothing	
	Interested	Not interested
Number of Cases*	317	75
	Percent	Percent
Jeans	71	25
Slacks	81	49
T-shirts	31	11
Knit shirts	30	9
Woven shirts	53	17

\* 4 no response on child's interest

### Settlement of disagreements on choice

Mothers were asked what they did if they and their sons did not agree on clothing choices. The following tabulation shows how 379 mothers reported settling these disagreements. Seventeen mothers did not respond.

How Differences Are Settled	
Number of Cases	379
	Percent
Buy what boy wants	34
Discuss & compromise	27
Mother decides	20
No disagreement	17
Other methods	2



Sons were taken shopping less frequently by mothers who made the decision on choice and when there was no disagreement between mother and son (Table 11).

TABLE 11  
CLOTHING ITEMS FOR WHICH SON HELPED SHOP  
BY WAY DISAGREEMENTS WERE SETTLED

Clothing Items	Way Disagreements Were Settled			
	Boy Decides	Mother Decides	Discuss Compromise	No Dis-agreement
Number of Cases*	130	76	103	64
	Percent	Percent	Percent	Percent
Jeans	72	56	71	45
Slacks	81	67	83	62
T-shirts	32	18	40	16
Knit shirts	27	21	36	17
Woven shirts	51	38	61	28

\* 23 no response in way disagreements were settled

### Child's use of own money for clothing

Ten percent of the sons had no spending money of their own. Of the 356 sons who had spending money slightly less than one-third spent some of it on clothes.

The percentage of boys having spending money varied little with income. Of those having spending money, the percentage spending some on clothing was highest for the less than \$2500 income group; the percentage decreased slightly as income increased.

The percentage of boys having no spending money was slightly higher for sons of non-employed mothers. Employment of the mother outside the home had slight influence on the sons' use of spending money for the purchase of clothing.

### Distribution of Items Purchased by Boys With Own Money

Item	Frequency
Suits	1
Trousers	2
Shoes	13
Shirts	16
Accessories	31
Misc. items	53

## Use of Garments

### Where garments were worn

Jeans were the accepted garment for school wear as shown by the fact that 99 percent of the group reported jeans worn to school (Table 12). Approximately one-half of the sons wore jeans for social occasions while less than one-tenth wore them to church. Data on the practice of wearing jeans to town are skewed because of the large number of no responses to this practice from two states.

TABLE 12  
WHERE JEANS ARE WORN

Place	
Number of cases	396
	Percent
School	99
Town	57
Work	98
Church	8
Social Occasions	56

The use of jeans for school wear was reported for 100 percent of the sons of farmers and manual laborers and only slightly less by white collar and skilled labor groups. They were worn for "work" by 95 percent or more of all four occupational groupings. The use of jeans for social occasions was greatest for the farmer group and least for the white collar group. Wearing jeans to church was reported three times as often in the manual labor group as in the farmer and white collar group.

The wearing of jeans for town, church, and social occasions appeared to increase as the number of children in the family increased.

The percentage of boys wearing jeans for all activities listed was greater for the lowest income than for either of the other two income groupings.

The use of jeans for various activities was not affected by the working status of the mother.

Slacks were generally considered a "dress up" item. When asked if their sons wore slacks for other occasions after they were no longer

used for dress, almost two-thirds of the group reported they were not worn for other occasions. Eleven percent said they were worn to school.

Seventeen percent of the sons did not wear white T-shirts during the winter season. Those who did wear them used them primarily as undershirts.

Woven shirts were worn for both school and dress occasions.

#### **Wear-life of T-shirts, jeans and slacks**

The wear life of T-shirts was from 2 months to three years, with a median of 11 to 12 months.

**TABLE 13**  
**WEAR-LIFE OF T-SHIRTS**

Months of Wear	
Number of Cases	396
	Percent
2 or less	1
3 to 4	7
5 to 6	12
7 to 8	4
9 to 10	9
11 to 12	34
13 to 24	15
25 to 36	2
more than 36	0
No response	16

The median wear life of T-shirts did not vary with occupation, income, family size, or employment status of the mother. However, more of the farm group reported T-shirts worn for longer than one year than was reported by other occupational groups. As family size decreased, the percentage wearing T-shirts more than 12 months decreased. Twice as many sons of non-employed mothers as employed mothers wore T-shirts over 12 months.

Forty-six percent of the sons wore out T-shirts; 34 percent outgrew them and 3 percent both wore out and outgrew them.

Jeans were worn from 3 months to a year or more. Seven to nine months was the median length of the wear period (Table 14).

TABLE 14  
WEAR-LIFE OF JEANS

Months of Wear	
Number of Cases	396
	Percent
3 or less	11
4 to 6	27
7 to 9	31
10 to 12	27
more than 12	4
No response	0

The median length of time for wearing jeans was unaffected by occupation, income, or number of children. However, these factors had some influence on the longer periods of wear. Thirty-six percent of the sons of the manual group wore jeans more than 9 months. This was the highest percentage for any of the occupational groups. Only 23 percent of the white collar group's sons wore jeans more than 9 months.

The percentage of sons wearing jeans more than 9 months decreased as income increased and as number in the family increased. The price usually paid made little difference in the wear-life of the jeans.

Seventy-eight percent of the sons wore out jeans; 20 percent outgrew them; 2 percent both outgrew them and wore them out.

Slacks were worn from less than 6 months to more than 2 years. The median length of wear was 18 months (Table 15).

TABLE 15  
WEAR-LIFE OF SLACKS

Months of Wear	
Number of Cases	396
	Percent
6 or less	6
7 to 12	39
13 to 17	4
18 to 24	46
More than 24	3
No response	2

The lower the income, the greater the percentage of sons wearing slacks 18 months or more. As price usually paid for slacks increased, the percentage wearing slacks 18 months or more tended to decrease. Family size seemed to have no influence on the wear-life of slacks.

Slacks were outgrown by 87 percent, worn out by 9 percent, and both outgrown and worn out by 2 percent of the sons.

### Jeans Selected By Mothers From Sample of Garments

The jeans in the kit included three western cut and three standard cut garments. One of the standard cut jeans was also a husky. The colors included were faded gray, whiteback navy, and deeptone navy. The jeans were made of two weights of denim, 8 and 13¾ ounces per square yard.

Style No. 1 (western, whiteback navy, 13¾ oz.) was selected as first choice by 158 of the 396 mothers (Table 16). Jean No. 6 (standard cut, deeptone navy, 10 oz.) ranked next in number of times selected (96 mothers). Jean No. 2, a western, whiteback navy, 8 oz. garment, was selected 10 times and Jean No. 4, a standard cut, faded gray, 10 oz., denim was selected by 16.

TABLE 16  
JEANS SELECTED FROM SAMPLE  
BY MOTHERS

Jeans	Mothers Selecting
Number of Cases	396
J1	158
J2	10
J3	59
J4	16
J5	56
J6	96
No response	1

### Reasons for choice

Each mother was asked to state the reason for her choice of a particular style of jean from the sample. The reasons were numbered 1, 2, and 3 in order stated, if more than one reason was given (Table 17). Style was given as the first reason for selection by 160 mothers,

heavy weight fabric was mentioned first by 100. Style was also mentioned most frequently as second and third reasons for choices.

TABLE 17  
REASONS FOR SELECTION OF JEANS

Reasons	Order of Importance		
	1st	2nd	3rd
Number of Cases	396	396	396
Style	160	78	18
Heavy weight	100	32	11
Reinforced knee	33	13	7
Light weight	28	17	3
Color	23	41	10
Price	10	11	1
Wear Better	9	15	6
Fit Better	3	18	11
Like them	2	—	—
Seams	1	7	3
Other	24	38	24
No response	3	126	302

Style preference was stated as the first reason for selecting both western and standard cut jeans (Table 18). Heavy weight fabric was mentioned as a first reason for selecting western style jeans, and light weight fabric and knee reinforcements were important to those selecting the standard cut. This indicates that style and durability were qualities influencing the selection of this item.

TABLE 18  
FIRST REASONS FOR SELECTION BY STYLE SELECTED

1st Reasons for Selection	Style Selected from Sample		
	Total Group	Western # 1, 2, 3	Standard # 4, 5, 6
Number of Cases*	395	227	168
Style	160	108	52
Heavy weight	100	87	13
Reinforced knee	33	0	33
Light weight	28	2	26
Color	23	5	18
Price	10	3	7
Other	41	22	19

\* 1 did not select a jean from sample

When asked if there was any other style jean in the sample that they liked better than the style of the one selected, 195 of the 227 mothers who selected styles 1, 2, 3 (western cut jeans), said there was no other style preferred and 138 of the 168 mothers who selected jeans (No. 4, 5, 6), said they preferred no other style. This evidence supports the importance of style as a first reason for selection.

### Importance of fabric weight

Each mother was asked to state her preference for 11 oz. or 13¾ oz. denim and to give the reason for her preference (Table 19). Light weight (11 oz.) was preferred by 144 mothers and heavy weight (13¾ oz.) by 249. The reasons for preferring the heavy weight were durability and warmth, while those for the light weight were comfort, texture, and ease of care.

TABLE 19  
REASONS FOR STATED FABRIC WEIGHT PREFERENCE

Reasons	Weight of fabric preferred		
	Total Group	Light weight	Heavy weight
Number of Cases*	393	144	249
Wear longer	174	7	167
Ease of care	33	28	5
Warmth	30	0	30
Comfort	30	28	2
Like texture	26	25	1
Hold up	21	3	18
Other	64	42	22
No response	15	11	4

\* 3 no response on fabric weight preferred

### Color preferences of mothers

The sample of jeans included whiteback navy, gray, and deep-tone navy denim. The whiteback navy jeans were selected most often; the gray denim, the least. When asked if she liked the color of any other pair better than that of the one selected as first choice, 190 of those selecting whiteback navy and 124 of those selecting deep-tone navy said there were none; 11 of those selecting the gray said they preferred no other. Only 58 mothers preferred colors other than that in the jean selected.

Two kinds of front pockets were to be found in the six jeans in the sample. These were the swing type and the patch. Jeans having the swing type pocket were selected 2 to 1 over the patch. Of the 282 mothers who had selected jeans with a swing pocket, 221 said they preferred this type of pocket. Seventy-six of the 110 selecting jeans with the patch pocket expressed a preference for this type.

#### Jeans mothers wouldn't buy

Mothers were asked if there were any of the jeans shown which they would not buy (Table 20). Jean No. 2 (western, whiteback navy, 8 oz.) and Jean No. 4 (standard cut, faded gray, 10 oz.) were both rejected as possible purchases by about one-third of the group. Only 55 said they would not buy Jean No. 3 (western, whiteback navy, 13¾ oz.). About one-fourth of the mothers said there was no pair which they would not buy.

TABLE 20  
JEANS MOTHERS WOULD NOT BUY

Jean	Frequency
Number of Cases	396
J1	82
J2	106
J3	55
J4	144
J5	85
J6	63
None	86
Total greater than 396 since some mothers stated more than one.	

When asked to give reasons why they would not buy certain jeans, color was the reason given by 106; style, by 103. Price was mentioned by only 7 mothers as a reason for rejecting jeans (Table 21).

Eighty-six of the mothers stated there was no pair of jeans they wouldn't buy; however, several of the 310 mothers who mentioned reasons gave more than one.

The influence of style, color, and fabric on preferences for jeans is apparent from the garments selected and rejected in the sample, the reasons for choice and rejection of certain garments.



**TABLE 21**  
**SUMMARY OF REASONS WHY MOTHERS**  
**WOULD NOT BUY JEANS**

Reasons	frequency
Number of Cases	310
Color	106
Style	103
Fabric	85
Wouldn't fit	18
Quality	18
Price	7
Other (reasons)	29
Total greater than 310 since some mothers gave more than one.	

### Slacks Selected By Mothers From Sample of Garments

The sample of slacks included five garments made of flannel, gabardine, and corduroy. The fabrics were light gray, navy blue, deep blue, and brown.

Style No. 2 (navy blue gabardine) was selected as first choice by 160 of the mothers (Table 22). Slack No. 3 (brown gabardine) ranked next in number of times selected. Slack No. 4 (deep blue corduroy) was selected the least frequently.

**TABLE 22**  
**SLACKS SELECTED FROM SAMPLE**  
**BY MOTHERS**

Slacks	Mothers Selecting
Number of Cases	396
S1	52
S2	160
S3	106
S4	13
S5	61
No response	4

### Reasons for choice

Reasons were requested for the choice of a particular pair of slacks from the sample. These were numbered 1, 2, and 3 in the order stated,

if more than one reason was given (Table 23). Fabric was mentioned as the first reason for selection by 253 mothers. Style was given by 79 mothers as a second reason for their choice.

TABLE 23  
REASONS FOR SELECTION OF SLACKS

Reasons	Order of Importance		
	1st	2nd	3rd
Number of Cases	396	396	396
Fabric	253	45	9
Color	52	49	19
Style	47	79	10
Care	19	30	10
Dressy	5	5	2
Pockets	3	6	2
Other	11	24	11
No response	6	158	333

#### Slacks mothers wouldn't buy

Later in the interview mothers were asked if there were any of these slacks they would not buy (Table 24). Slack No. 4 (deep blue corduroy) was rejected as a possible purchase by almost two-thirds of the total group. Over one-third of the group said they would not buy Slack No. 1 (light gray flannel). Comparison of these figures with the first choices of the mothers (Table 22) shows a consistent pattern.

TABLE 24  
SLACKS MOTHERS WOULD NOT BUY

Slack	Frequency
Number of cases	396
S1	150
S2	19
S3	18
S4	251
S5	47
None	57
No response	5

Total exceeds 396 since some mothers rejected more than one slack.

Fabric was the primary reason for rejecting certain slacks in the sample. Approximately two-thirds of the reasons for rejecting slacks related to fabric characteristics (Table 25).

**TABLE 25**  
**SUMMARY OF REASONS WHY MOTHERS WOULD NOT BUY SLACKS**

Reasons	Frequency
Number of cases	334
Mother or son doesn't like corduroy	85
Doesn't like fabric (general)	59
Color	42
Corduroy too heavy, etc.	35
Doesn't like wool	29
Poor appearance or difficult to keep good appearance	23
Boy doesn't like or other boys won't wear	20
Doesn't like synthetics	12
Other	37
No response	7

Fifty-seven rejected none, 5 didn't respond. Total exceeds 334 since some mothers gave more than one reason.

#### **Fabric preferences of mothers**

A majority of the mothers selected gabardine slacks (S2, S3). When asked if there was any other fabric they preferred, 216 of the 266 mothers selecting gabardine slacks said they preferred no other and 12 preferred the gabardine in another pair of slacks. Of the 113 choosing flannel slacks (S1, S5), 82 said they preferred no other. Ten of the 13 choosing corduroy (S4) were satisfied with their choice of fabric.

#### **Color preferences of mothers**

Dark colored slacks (S2, S3, S4) were chosen by more than twice as many mothers as those who chose light colored slacks (S1, S5). When asked if there was any other color they preferred, 224 said they were satisfied with the color of their first selection. Of the 279 choosing dark fabrics, 164 preferred no other, 80 preferred another slack of dark color. Of the 113 selecting light fabrics, 60 preferred no other, 15 chose another slack of light color. Only 63 mothers preferred a color opposite to that in their first selection.

### **Preference for Style Details**

The five pairs of slacks were similar in style but varied in such details as waist finish and types of pockets. Three slacks had plain set-on loops which required a separate belt. Two had self-belts provided but one of these had set-on loops and the other built-in loops.

There were also three variations in pocket types. Three pair had one hip pocket open at top and one pocket which closed with a tab. One pair had one open pocket and one which buttoned at top. The other pair had flaps which buttoned down on both pockets.

When asked whether there was any other type of pocket or belt arrangement preferred over the type on the pair selected from sample, the answers were varied. Findings showed that none of these variations in style details had much influence on the mothers' selection or rejection of slacks.

The importance of fabric type and color as factors influencing preferences for slacks is supported by the garment selected and garments rejected in the sample of slacks and the reasons for these choices and rejections.

### **Knit Shirts Selected by Mothers from Sample of Garments**

The four knit shirts from which the mothers made choices included two with band necks and two with collars. There was also variation in the sleeve length or type and the color combinations shown in the four shirts. Three knit shirts were cotton, the fourth was cotton and Orlon. The knit shirt most preferred was KS 1, a cotton pullover with band neck, long sleeves, dark brown with broken horizontal stripes of orange, tan, and white, priced at \$1.17.

KS 3, a navy blue cotton pullover shirt with a red and white flannel collar, ranked second in the first choices of the group; and KS 5, a short sleeved cotton and Orlon garment, ranked third (Table 26). Mothers of boys who did not wear knit shirts did not choose shirts from the sample.

### **Reasons for choice**

Reasons for choice of knit shirt were numbered 1 and 2 in order stated, if more than one reason was given (Table 27). Style of neck or collar was the first reason for 52 mothers, while easy to wash and iron was mentioned first by 29 mothers. Style was also mentioned most frequently as a second reason.

**TABLE 26**  
**KNIT SHIRTS SELECTED FROM SAMPLE**  
**BY MOTHERS**

Knit Shirt	Mothers Selecting
Number of cases	217
KS 1	95
KS 2	8
KS 3	63
KS 5	42
No response	9

Of those who liked KS 1 the greatest number said that they preferred the shirt because of the style of neckline (plain round neck); the next most frequent reason given applied to the ease of washing and ironing.

**TABLE 27**  
**REASONS FOR SELECTION OF KNIT SHIRTS**

Reasons	Order of Importance	
	1st	2nd
Style of neck or collar	52	14
Easy to wash and iron	29	10
Style (general)	24	23
Likes color	23	7
Long sleeve	14	7
Short sleeve	13	0
Likes material	12	4
Other	32	11
No response	18	140

#### **Knit shirt mothers would not buy**

The shirt that most mothers said they would not buy was KS 2 because they did not like the neckline or did not like the appearance of the shirt in general. Approximately 20 percent of the mothers said they would not buy KS 2.

Only 6 percent of the mothers had had any experience with a shirt like KS 2, a stretch knit with raglan cut sleeve. Nineteen percent of the mothers had had experience with a cotton and Orlon shirt such as KS 5.

### Woven Shirt Selected By Mothers From Sample of Garments

The fabrics in the eight woven shirts in the sample included spun rayon, rayon print, rayon gabardine, cotton flannel, cotton corduroy, cotton broadcloth and gingham. Style variations were minor except for one gingham shirt which had an "Italian" style neckline that slipped over the head and buttoned only at the yoke and the broadcloth shirt which had a banded collar and sleeves with French cuffs. The woven shirt most liked for school was WS 1, a cotton flannel with aqua and black printed plaid design (Table 28). The shirt liked second best was gingham shirt WS 7.

TABLE 28  
WOVEN SCHOOL SHIRTS SELECTED  
FROM SAMPLE BY MOTHERS

Woven Shirt	Mothers Selecting
Number of cases	376
WS 1	207
WS 2	38
WS 3	5
WS 4	12
WS 5	1
WS 6	2
WS 7	69
WS 8	9
No response	33

#### Reasons for choice

Each mother was asked to state the reason for her choice of a particular style of shirt for school (Table 29). Warmth was given as the first reason for selection by 117 mothers. Ease of washing and ironing was the first reason for choice by 92 mothers. Liking the fabric, the style, the color and wearing qualities were also mentioned.

When asked specifically whether color influenced their choice of a school shirt, about 36 percent of the mothers said "yes."

Shirts WS 1 and WS 7 had the style neckline and the style sleeve and cuff most preferred for school wear.

**TABLE 29**  
**REASONS FOR SELECTION OF**  
**SCHOOL SHIRTS**

Reasons	Frequency
Warmth of shirt	117
Easy to wash or iron	92
Like fabric	31
Like appearance in general	19
Like color or style	17
Wears well	17
Son likes it or other boys like it	16
Other	26
No response	61

Ninety-four percent of the mothers said they preferred cotton fiber for school because it was easy to launder. Eighty-one percent preferred a patterned fabric rather than a plain fabric for school, since soil or patches showed less.

The cotton broadcloth shirt with French cuffs was selected for dress wear by about half of the group. Ten percent of the mothers preferred the plain rayon gabardine (WS 3); another 10 percent preferred the pastel spun rayon (WS 5); and 6 percent of the mothers preferred the printed spun rayon (WS 8) for dress wear. The two reasons given most often for choice of dress shirt were the fact that the shirt was "dressy" and the fact that the shirt was easy to care for.

Color influenced the first choice of about half of the mothers. The one way collar and French cuffs were preferred features by over half of the group. Plain fabrics were preferred for dress shirts by 80 percent of the group.

#### **Woven shirts mothers would not buy**

The corduroy shirt (WS 4) was rejected for school or dress wear by about 20 percent of the group because the fabric was "difficult to care for". Ten percent would not buy the rayon gabardine (WS 3); they didn't like the fabric or they didn't like to iron it. Five percent would not buy the plain spun rayon (WS 8) for reasons of care or upkeep.

About 80 percent of the boys had a flannel shirt similar to WS 1; 6 percent had one similar to WS 2 (Italian gondola style); 13 percent had shirts like WS 3 (rayon gabardine); 27 percent had one similar to WS 4 (cotton corduroy); 8 percent had one like WS 5 (pastel spun rayon); 60 percent had a shirt like WS 6 (broadcloth with French cuffs); 38 percent had one similar to WS 7 (gingham); and only 9 percent had a shirt like WS 8 (patterned spun rayon).

### **Care of Boys' Shirts and Pants**

Data on methods of care used for jeans, slacks, knit and woven school and dress shirts were analyzed by family background characteristics: income, number of children in the family and employment status of the mother. Chi squares were computed. In no case did these three factors make a significant difference in the methods used in caring for the garments.

#### **Washing the jeans, slacks, and shirts**

Summarization of the ways in which the different items were cared for showed that jeans and T-shirts were washed by machine rather than by hand; slacks were drycleaned by two-thirds of the group. Colored knit shirts, gingham shirts and cotton flannel shirts were washed by machine by four-fifths or more of the mothers. No information was secured on methods of care used for shirts of other fabrics in the sample.

#### **Drying the jeans, slacks, and shirts**

Line drying was the practice followed by 70 percent or more of the group for all items (Table 30). Information was obtained as to whether the garments were line dried or dryer dried. This information would be more meaningful if it was known how many of the group had dryers available.

#### **Ironing the jeans, slacks, and shirts**

The practice of ironing jeans was about evenly divided between those who ironed jeans carefully (43 percent) and those who pressed lightly (42 percent). Only 16 percent did not iron jeans at all.

Colored knit shirts were carefully ironed by 26 percent of the group; T-shirts by 14 percent. Fifty-two percent pressed colored knit



**TABLE 30**  
**METHOD OF DRYING JEANS AND SHIRTS**

Garment	Line Dried	Machine Dried
	Percent	Percent
Jeans	71	19
White T-shirts	71	21
Colored knit shirts	75	18
Gingham shirts	74	19
Flannel shirts	70	24

shirts lightly and 36 percent pressed T-shirts lightly. Nineteen percent did not iron colored knit shirts at all, while 48 percent did not iron T-shirts.

Gingham shirts were ironed carefully by 91 percent and flannel shirts by 49 percent of the group. Forty-four percent pressed flannel shirts lightly.

### SUMMARY

Four states in the north central region cooperated in a study to determine (1) mothers' preferences, as well as purchase, use, and care practices for pants and shirts for nine and ten year old boys; and (2) existing relationships between these preferences and buying practices and certain family background characteristics.

The same sampling procedure was used in each state to select the sample of mothers to be interviewed. All interviewers used a common interview schedule, kits containing the same selection of jeans, slacks and shirts, and followed the same procedures in carrying through the interviews. The interviews were made during the winter of 1956.

Each state coded its own schedules according to an agreed-upon coding system. Data from the schedules from all four states were combined for presentation and analysis. Findings for the five types of boys wear (jeans, slacks, white T-shirts, colored knit shirts and woven shirts) were analyzed by four background factors (occupation of father, family income, family size, and employment status of mother).

A total of 396 mothers were interviewed in the four states. The occupational classification of these families showed one-fourth to be white collar workers, one-fifth farmers and one-half skilled and manual laborers. The population sample of no two states showed the same pattern of occupations. Manual laborers predominated in the Ohio and Michigan samples, white collar workers in Illinois and farmers in Iowa. Thus the total sample contained a better distribution of occupational groups than that in any one state.

Incomes reported ranged from less than \$2500 to \$5000 and over. Over half of the 396 families had incomes between \$2500 and \$4999. These state differences in reported income indicate the advantages of wide sampling.

More than half of the 396 families reported two or three children and over one-third, four or more children. The one child family accounted for only 6 percent of the families in the sample.

The percentage of mothers working outside the home was smaller than might be expected, slightly less than one-fourth of the group. The number of employed mothers varied from one-fifth of the manual labor group to one-fourth of the white collar group.

All five items of boys' wear included in this study were purchased ready-made by 75 percent or more of the mothers interviewed. Fifty-seven percent of the group did not wear handed-down garments. Only 14 percent acquired jeans, slacks, T-shirts, and knit and woven shirts in this manner.

The large chain store accounted for the purchase of one-fifth or more of each of these five items. The type of store from which these purchases were made varied with occupation of father, family income and family size but not significantly.

The only evidence of significance between price paid and family background characteristics was for slacks and woven shirts for school and dress wear. Significant relationships were found between the price usually paid for slacks and the income of the family and between prices paid for school and dress shirts and the occupation of the father.

None of the five items in the study were owned by all boys. The median number of each item owned was: 5 jeans, 2 slacks, 4 T-shirts, 3 knit shirts, 5 woven shirts. The median number of items owned decreased with increase in family size.

Jeans were worn for school and "work" by almost 100 percent of the boys. Slacks were considered a "dress up" item by all mothers. Seventeen percent of the sons did not wear T-shirts and those using them wore them chiefly as undershirts.

The median length of time a garment was worn varied with the items. T-shirts were worn a median of 11 to 12 months; jeans, 7 to 9 months; slacks 1 to 2 years. No information was obtained for the length of time knit and woven shirts were worn.

There was evidence that these nine and ten year old boys had considerable influence on the choice of their clothes. The practice of taking the son shopping varied with item to be selected, the child's interest in selecting clothes, and the extent to which the child influenced the selection. Occupation of the father, family size, and the employment of the mother outside the home did not influence the participation of the son in shopping activities.

Ninety percent of the mothers reported their sons had spending money of their own. Less than one-third of this group spent any of their money on clothes. Accessories and miscellaneous items were the most frequently mentioned expenditures.

Three-fifths of the mothers selected Western style jeans from the sample of garments and two-fifths Standard cut. A Western (13 $\frac{3}{4}$  oz., whiteback navy denim) was selected as first choice by 40 percent of the mothers. A Standard cut (10 oz., deeptone navy jean) ranked second in the first choice selections of the group. Reasons for selection and probe questions relating to color, fabric weight, reinforcements and style features (seams, pocket style) showed style and fabric weight to be the determining factors in choice.

Gabardine slacks were selected as the first choice from the sample of garments by two-thirds of the mothers. These first choices were fairly evenly distributed between a navy blue and a brown gabardine. Both fabrics were mixtures of man-made fibers. A pair of navy blue corduroy slacks was the least popular of the group.

Fabric and color were the most frequently mentioned reasons for choice. The rejection of certain slacks and reasons for rejection supports the importance of fabric and color on choice. Style features such as belts and pocket style had little influence on selection.

Knit shirts were not a popular item for nine and ten year old boys. About a third of the group did not own any colored knit shirts.

A cotton pullover with a band neck, long sleeves and dark brown broken horizontal stripes retailing at \$1.17 was selected as the favorite of those mothers who reported that their sons wore knit shirts. Style features, color and ease of care predominated in the reasons given for selection of knit shirts.

A plaid cotton flannel shirt was the first choice for school wear and a plaid gingham shirt ranked second. Warmth and ease of care were the two most often mentioned reasons for the choice of the school shirt. The mothers stated a preference for patterned cotton fabric for school shirts. Their choices from the sample supported this statement.

A cotton broadcloth shirt with French cuffs was selected for dress wear by approximately half of the mothers. "Dressy style" and ease of care were the reasons given for the choice of a dress shirt. A plain fabric was preferred by the mothers for this item. However, a plain corduroy, rayon gabardine and spun rayon were rejected because of difficulty of care.

Data on methods of care given jeans, slacks, knit and woven school and dress shirts were analyzed by family income, number of children in the family and the employment of the mother outside the home. There was no significant relation between the method of care and any of these factors.

#### INTERVIEW SCHEDULE

Name of interviewer.....	Schedule number.....
Name of school .....	Date of interview .....
Location of school.....	Time interview starts.....
(Township or county)	Time interview ends.....
Height of boy.....	Weight of boy .....

#### Preferences and Practices in the Selection of Boys' Jeans, Slacks, and Shirts

1. Your son's name is....., he is in the .....grade, and he is .....years old. Is that right?
2. Do you have other children? .....No .....Yes  
 If "yes" what are their ages?  
     Boys .....  
     Girls .....

3. (Parts a and b of this question are to be on a separate card which is given to the mother to check or to fill in with the information.)

a. Will you indicate on this card the way in which you get shirts and slacks for your son?

Method	Shirts	Slacks
All purchased ready-made . . . . .	.....	.....
All made at home . . . . .	.....	.....
Part purchased ready-made and part made at home . . . . .	.....	.....
Made over from another garment . . . . .	.....	.....

b. Will you please indicate on this card where you usually purchase each of the following garments for your son?

Place of Purchase	Jeans	Separate slacks	T-shirts	Knit shirts	Other (woven) shirts
Mail order (catalog)					
Montgomery Ward, retail store					
Sears Roebuck, retail store					
Large department store					
Small department store					
J. C. Penney Company					
Men's and boys' clothing store					
Five and dime store					
Athletic supplies and sporting goods store					
Other: State below —					

4. Do you usually buy all of these garments in the same city? .....Yes .....No

If yes, in which city? (name of city).....

How far away is it? (distance).....

If no, in which city do you usually purchase the items and how far away is it?

Name of city	Distance
.....Jeans . . . . .	Miles distant.....
.....Separate slacks . . . . .	Miles distant.....
.....T-shirts . . . . .	Miles distant.....
.....Knit shirts . . . . .	Miles distant.....

5. Does your son ever receive jeans, slacks, T-shirts, or other shirts as gifts?

	Jeans	Slacks	T-shirts	(Colored) Knit shirts	(Woven) Other shirts
No, never	.....	.....	.....	.....	.....
Yes	.....	.....	.....	.....	.....

(If yes) Would you say that he receives them as gifts

Almost always .....  
Frequently .....  
Sometimes .....

6. (Have interviewee look at the card used in question 3b but interviewer records answers on schedule as they are spoken)

Are any of these garments handed down to your son? .....Yes .....No

(If yes, check which ones)

.....Jeans  
.....Slacks  
.....T-shirts  
.....Other (woven) shirts

7. a. Do you take your son with you when you are buying his jeans?

.....Yes .....No. If yes, would you say .....Almost always  
.....Frequently  
.....Sometimes

- b. Do you take your son with you when you are buying his slacks?

.....Yes .....No. If yes, would you say .....Almost always  
.....Frequently  
.....Sometimes

- c. Do you take your son with you when you are buying his T-shirts?

.....Yes .....No. If yes, would you say .....Almost always  
.....Frequently  
.....Sometimes

- d. Do you take your son with you when buying his knit shirts?

.....Yes .....No. If yes, would you say .....Almost always  
.....Frequently  
.....Sometimes

- e. Do you take your son with you when you are buying his other (woven) shirts?

.....Yes .....No. If yes, would you say .....Almost always  
.....Frequently  
.....Sometimes

Remarks:

8. Does your boy like to help pick out his clothes?

.....No, not interested  
.....No, indifferent  
.....Yes, moderately interested  
.....Yes, much interested

9. If you and your son do not agree on clothing choices what do you usually do about it?

10. (Interviewer asks interviewee to turn card used for 3b over.) Here are some names of people who may influence your son's choices in clothing. Will you please look at the list and tell me which you think most often influences your son's choices in clothing?

.....Mother  
 .....Father  
 .....Classmates  
 .....Friends  
 .....Relatives  
 .....Others (name)  
 .....No one

11. Does your son try to imitate anyone in his clothes? .....Yes .....No.  
 If yes, who is it?.....
12. Does your son have any spending money of his own? .....Yes .....No.  
 (If yes, interviewer asks) Does he spend any of his own money for clothing?  
 .....Yes .....No.  
 (If yes, he spends some of his own money for clothing) What does he buy?  
 .....

#### JEANS

(The interviewer arranges the six pairs of jeans on a table, floor or davenport and asks the mother to look at them and tell her)

13. Which one of these six pairs of jeans would you prefer for your son?  
 J1 J2 J3 J4 J5 J6 (Circle choice)  
 Why? (Indicate with 1, 2, 3 the order in which reasons are given if more than one is given. This list should not be read to the interviewee.)  
 .....Heavy weight  
 .....Light weight  
 .....Price  
 .....Style  
 .....Reinforced knee  
 .....Color  
 .....Seams  
 .....Other (state)  
 (The interviewer omits any of the questions 14 through 18 if the answer to that question is given in the "why" of question 13.)
14. Is there any other *style* or cut jean in this group that you like better than the one you have selected?  
 .....No  
 .....Yes  
 .....If yes, which?  
 Why?.....
15. Do you like the *color* of any other pair of jeans in this group better than in the one you selected as your first choice?  
 .....No  
 .....Yes  
 .....If yes, which?  
 Why?.....

16. Which pair of jeans has the type of front *pockets* that you like best?  
       J1        J2        J3        J4        J6        (Circle choice)  
 Why?.....
17. Which pair of jeans has the kind of *seams* that you like best?  
       J1        J2        J3        J4        J6        (Circle choice)
18. Did the fact that Jean No..... which you selected had (or did not have)  
*knee reinforcements* influence your choice?  
       .....No        .....Yes  
 Why?.....
19. (The interviewer should hand to the interviewee jeans of 11 oz. and  
 jeans of 13¾ oz. denim.)  
 What weight fabric, like this or like this, do you prefer in jeans?  
       .....11 oz. or light weight  
       .....13¾ oz. or heavy weight  
 Why?.....
20. Is the price of the jeans you selected about the same price that you usually pay?  
       .....No  
       .....Yes  
       .....If no, what do you usually pay?
21. What size jean do you buy for your son?  
       .....Size 10  
       .....Size 12  
       .....Size 14  
       .....Other (indicating size)
22. Do you have any fitting problem in selecting jeans for your son?  
       .....No  
       .....Yes  
 If yes, what is the problem? (Interviewer checks respondent's answer in appropriate  
 space. This list is not read aloud to the interviewee.)  
       .....Jeans large in waist  
       .....Jeans small in waist  
       .....Jeans too long  
       .....Jeans too short  
       .....Other (specify)
23. Does your son wear jeans to school?        .....Yes        .....No  
 Does he wear jeans to town?        .....Yes        .....No  
 Does he wear jeans to work?        .....Yes        .....No  
 Does he wear jeans to Sunday school or church?        .....Yes        .....No  
 Does he wear jeans to social occasions such as parties?        .....Yes        .....No  
 Remarks:



24. How many pairs of jeans do you usually buy at one time?  
 .....Number of pairs.
25. How long does a pair of jeans last?  
 .....Months  
 .....Years
26. Does your son usually outgrow his jeans or does he wear them out?  
 .... Jeans usually worn out  
 .....Jeans usually outgrown  
 Remarks:
27. How many days does your son usually wear a pair of jeans between launderings?  
 1    2    3    4    5    6    7    8    9  
 (Circle number; if more write in number.)
28. Is there any one of these six pairs of jeans that you would not buy for your son?  
 .....No  
 .....Yes. If yes, which? J1    J2    J3    J4    J5    J6 (Circle one)  
 Why? (Check reason below. Do not read this list aloud to the interviewee.)  
 .....Fabric too stiff    .....Color    .....Style  
 .....Fabric too heavy    .....Price    .....Other (specify)

### SLACKS

(The interviewer displays five pairs of slacks from kit before the mother and asks her to look at them and to tell her:)

29. Which one of these five pairs of slacks do you prefer for your son for dress wear?  
 S1    S2    S3    S4    S5 (Circle choice)  
 Why? (Indicate with 1, 2, 3 the order in which reasons are given if more than one is given. The list should not be read to the interviewee.)  
 .....Fabric  
 .....Style  
 .....Pockets  
 .....Color
- (The interviewer omits any of the questions 30 through 33 if the answer to that question is given in the why of question 29.)

30. Is there any other *style* slack in this group that you like better than the one you selected?  
 .....No  
 .....Yes  
 .....If yes, which?  
 Why?.....

31. Do you like the *color* of any other pair of slacks in the group better than that in the one you selected?
- .....No  
 .....Yes  
 .....If yes, which?  
 Why?.....
32. Is there any other pair of slacks that is made of *material* that you like better than that used in the one you selected?
- .....No  
 .....Yes  
 .....If yes, which?  
 Why?.....
33. Is there another pair of slacks which has a type of *back pocket* which you prefer?
- .....No  
 .....Yes  
 .....If yes, which?  
 Why?.....
34. Is the price of the pair of slacks you selected about the price you usually pay for slacks?
- .....No  
 .....Yes  
 .....If no, what do you usually pay?  
 .....Does not buy separate slacks
35. (The interviewer picks up the pair of slacks selected by the mother before she asks the question.)
- Would you send these slacks to the drycleaner or would you wash them?
- .....Send to drycleaner  
 .....Wash  
 Why?.....
36. What size slacks do you usually buy for your son?
- .....Size 10  
 .....Size 12  
 .....Size 14  
 .....Other (state size)  
 .....Does not buy separate slacks
37. How do you determine the size slacks to buy for your son? (This list should not be read aloud to the interviewee. See heading on page 1 for height and weight of boy.)
- .....Age  
 .....Try on  
 .....Age and try on  
 .....Waist measurement  
 .....Waist measurement and inseam  
 .....Other (specify)

38. Do you have any fitting problems in selecting slacks for your son? (Interviewer checks respondent's answer in appropriate space. This list is not read aloud to the interviewee.)
- .....No  
 .....Yes  
 If yes, what?  
 .....Slacks too large in waist  
 .....Slacks too small in waist  
 .....Slacks too long  
 .....Slacks too short  
 .....Other (specify)  
 .....None
39. Do you prefer to buy slacks that have
- .....A finished cuff?  
 .....An unfinished cuff?  
 .....No preference
40. How long does a pair of slacks last for dress wear?
- .....Months  
 .....Years
41. When no longer worn for "dress" wear are slacks worn by your son for other occasions?
- .....No  
 .....Yes  
 If yes, what? .....
42. ....Are slacks discarded because they are worn out or  
 ....Are slacks discarded because they are outgrown?
43. Are there any of these five pairs of slacks that you would not buy for your son?
- .....No  
 .....Yes, which?    S1    S2    S3    S4    S5    (Circle choice)  
 Why?.....
44. (A question for the interviewer: Is Slack No..... still the mother's first choice?  
 .....Yes    .....No  
 If possible, determine from interviewee's responses to questions rather than from direct question.)  
 Remarks:

#### KNIT SHIRTS

(The interviewer arranges the colored knit shirts before the mother and asks her to look at them and to answer the following questions. The white T-shirt is not included here, but is shown by itself later.)

45. Does your son wear shirts similar to these?
- .....No  
 .....Yes

(If no, the interviewer will ask the interviewee to answer only questions 47, 48, 51, and 52. If yes, the interviewer will ask all of the questions.)

46. Which of these shirts would you like best for your son for school wear?  
KS1      KS2      KS3      KS5      (Circle choice)  
Why?.....
47. Has your son ever worn a shirt like KS2? (Stretch to fit type)  
.....No  
.....Yes  
Why?.....
48. If you have not had experience with a shirt like KS2, do you think that you would like it?  
.....No  
.....Yes  
.....Doubtful  
Why?.....
49. Which style of neckline used on these shirts do you like best?  
KS1      KS2      KS3      KS5      (Circle choice)  
Why?.....
50. Do you like the type of knit used in any shirt better than that in the one that you selected?  
.....No  
.....Yes.      If yes, which?      KS1      KS2      KS3      KS5      (Circle choice)  
Why?.....
51. Shirt KS5 is made of cotton and orlon. Has your son ever worn a knit shirt made of fibers of this kind?  
.....No  
.....Yes.      If yes, did you like it?  
.....No  
.....Yes  
Why?.....
52. If you have not had experience with a shirt containing orlon and cotton do you think that you would like one?  
.....No  
.....Yes  
.....Doubtful
53. Are there any of these shirts that you would not buy?      .....No      .....Yes  
If yes, which would you *not* buy?      KS1      KS2      KS3      KS4      (Circle one)  
If yes, why?.....

## WHITE T-SHIRTS

(The interviewer shows the white T-shirt to the mother.)

54. Does your son wear white T-shirts at this season of the year?  
.....No  
.....Yes  
If yes,  
.....As an undershirt?  
.....As an outershirt?
55. How many white T-shirts do you purchase at one time?  
.....Number
56. How long does a white T-shirt usually last?  
.....Months
57. ....Are white T-shirts worn out? or  
.....Are white T-shirts outgrown?
58. How many days does your son usually wear a white T-shirt between launderings?  
.....Number of days
59. Do you find that T-shirts shrink?  
.....Yes  
.....No  
If yes, do you do anything about it?.....  
.....

## WOVEN SHIRTS

(Interviewer arranges the woven shirts before the mother and asks her to look at them and to answer the following questions.)

60. Does your son wear shirts which are similar to these?  
.....No (If no, the interviewer will ask interviewee if she will answer the questions anyway, since most people are familiar with woven shirts.)  
.....Yes
61. Which of these shirts would you select for school wear? You may select more than one.  
WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle choice)  
(Ask question 62 only if more than one shirt is selected in question 61.)
62. Of those selected for school wear which is your first choice? (One)  
WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle choice)  
Why?.....

63. Did color influence your first choice of a shirt for school?  
 .....Yes  
 .....No
64. Which of these shirts has a style of neckline which you like best for school?  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle choice)
65. Which style sleeve and cuff do you like best for school?  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle choice)
66. Do you prefer cotton or rayon fabric for shirts for school wear?  
 .....Cotton  
 .....Rayon  
 .....Don't know  
 If cotton or rayon, Why?.....
67. For school do you prefer shirts made from:  
 .....Fabric with a pattern? or  
 .....Plain fabric?  
 Why?.....  
 .....No preference
68. Which of these eight shirts would you select for dress wear?  
 You may select more than one.  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle choice)  
 (Ask question 69 only if more than one shirt is selected in question 68.)
69. Of those you selected for dress wear which is your first choice? (One)  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle one)  
 Why?.....
70. Did the color influence your first choice of a shirt for dress wear?  
 .....Yes  
 .....No
71. Which of these shirts has a style of neckline that you like best for dress?  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle choice)
72. Which style sleeve and cuff do you like best for dress?  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None (Circle choice)  
 Why?.....
73. For dress do you prefer shirts made from:  
 .....Fabric with a pattern? or  
 .....Plain fabric?  
 Why?.....  
 .....No preference

74. Is there any shirt in this group that you would not buy because of the way it is made?  
 .....No  
 .....Yes  
 .....Which? WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None  
 (Circle choice)  
 Why?.....  
 (If the interviewee selects the shirt with the Italian neckline, the interviewer should probe for information concerning poor workmanship.)
75. Is there any of the eight shirts in this group that you would not buy for some reason other than the way it is made?  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None  
 (Circle the ones designated.)  
 Why?.....
76. What price did you pay for the school shirt which you most recently bought for your son?.....  
 Would you say that this is about the price which you usually pay for his school shirts?  
 .....Yes  
 .....No  
 If no, what would you say is the price which you usually pay for a school shirt for your son?.....
77. What price did you pay for the dress shirt which you most recently bought for your son?.....  
 Would you say that this is about the price which you usually pay for his dress shirts?  
 .....Yes  
 .....No  
 If no, what would you say is the price which you usually pay for a dress shirt for your son?.....
78. Which shirts in this group are most nearly like the ones your son has?  
 WS1 WS2 WS3 WS4 WS5 WS6 WS7 WS8 None  
 (Circle each one mentioned)
79. What size shirt do you usually purchase for your son?  
 .....Size 10  
 .....Size 12  
 .....Size 14  
 .....Size (specify)
80. How do you determine the size shirt to buy for your son?

81. Do you have any fitting problems in buying ready-made shirts for your son?  
 .....No  
 .....Yes  
 If yes, what?.....  
 (See height and weight of boy in heading on page one.)
82. How many shirts similar to those in this group do you usually buy at one time  
 .....for school?  
 .....for dress?
83. How long does a shirt of the type you selected for school usually last?  
 .....Months
84. How long does a dress shirt of the type you selected usually last?  
 .....Months
85. When school shirts are discarded are they usually  
 .....worn out?  
 .....outgrown?
86. How many times does your son usually wear  
 .....a school shirt between launderings?  
 .....a dress shirt between launderings?
87. (Interviewer will ask the interviewee to look at the card, but the interviewer will record the answers on the schedule.)  
 Will you please look at this card and tell me whether you wash jeans by machine or hand, etc.? (Interviewer should repeat the question for each method, etc.)

Method	Jeans	Slacks	Colored knit shirts	White T- shirts	Gingham shirts	Cotton flannel shirts
Machine wash						
Hand wash						
Line dry						
Machine dry						
Dry on forms						
Iron carefully						
Press lightly (steam iron)						
Do not iron						
Other:						



88. (Interviewer asks interviewee to reverse the card. The interviewer should encourage interviewee to count garments.)

How many pairs of jeans does your son have at this time? (All in wardrobe)

.....Number of pairs. Is this usual? .....Yes .....No

89. How many pairs of slacks does your son have at this time?

.....Number of pairs. Is this usual? .....Yes .....No

90. How many white T-shirts does your son have at this time?

.....Number. Is this usual? .....Yes .....No

91. How many colored knit shirts does your son have at this time?

.....Number of knit shirts. Is this usual? .....Yes .....No

92. How many woven shirts similar to the 8 in the group shown does your son have at this time for

.....school wear?

.....dress wear?

Is this usual? .....Yes .....No

If no, how many shirts does he usually have for

.....school

.....dress

Now I have three general questions I would like to ask you about yourself and your family.

93. Do you work outside of the home for pay?

.....No

.....Yes

.....If yes, how many days a week?.....

What kind of work do you do?

94. What kind of work does your husband do?.....

Will you describe his job?.....

.....

If he has more than one job will you describe both? .....

.....

95. (Hand interviewee card with the following groupings listed. The interviewer should emphasize "net".)

You will find listed on this card some income groupings. Would you mind telling me the one in which your *net* family yearly income falls? Please notice that these are *net* incomes.

..... Less than \$2,500

..... \$2,500 to \$4,999

..... \$5,000 to \$7,499

..... \$7,500 to \$9,999

..... \$10,000 and over

## APPENDIX

### DESCRIPTION OF GARMENTS USED IN INTERVIEWS

#### JEANS

Item	Code
JEANS	J 1
Style	Western
Weight	13¾ oz.
Color	Whiteback
Size	12 — waist 26" inseat 28"
Price	\$2.29
Brand	J. C. Penney — Foremost
Trimming	Yellow stitching and rivets
Fastener	Gripper-zipper
Pockets	Front swing, open watch pocket
Reinforcements	Outseam, single stitched overcast; inseat, double stitched; bartacks and rivets, points of strain
JEANS	J 2
Style	Western
Weight	8 oz.
Color	Whiteback
Size	12 — waist 26" inseat 28"
Price	\$1.49
Brand	Penney's Ranchcraft
Trimming	Orange stitching, rivets
Fastener	Zipper-gripper
Pockets	Front swing, watch pocket open
Reinforcements	Outseam, single stitched, overcast; inseat, triple stitched; bartacks and rivets, points of strain
JEANS	J 3
Style	Western Saddle Pants
Weight	13¾ oz.
Color	Whiteback
Size	12 — waist 26"
Price	\$2.29
Brand	Montgomery Ward — 101
Trimming	Yellow stitching, rivets
Fastener	Zipper-gripper
Pockets	Front swing, watch pocket open
Reinforcements	Triple seams, in and out seams; bartacks and rivets; Inseat, double stitched; bartacks and rivets
JEANS	J 4
Style	Western
Weight	10 oz.
Color	Faded gray

<b>Item</b>	<b>Code</b>
Size	12 — waist 27" inseam 30"
Price	\$1.98
Brand	Sears-Roebuck Circle S Ranch
Trimming	White stitching, silver rivets
Fastener	Zipper-gripper
Pockets	Front patch stitched, open watch pocket
Reinforcements	Triple seams, in and out seams; bartacks and rivets; Vulcanized knee patch

<b>JEANS</b>	<b>J 5</b>
Style	Husky
Weight	11¼ oz.
Color	Deep tone navy
Size	12 — waist 29" inseam 28"
Price	\$2.59
Brand	Sears-Roebuck Circle S Ranch
Trimming	Yellow stitching and rivets
Fastener	Zipper-gripper
Pockets	Front fly, open watch pocket
Reinforcements	Triple stitched on all seams; bartacks and rivets; Vulcanized knee patch

<b>JEANS</b>	<b>J 6</b>
Style	Standard cut
Weight	10 oz.
Color	Deep tone navy
Size	12 — waist 26" inseam 28½"
Price	\$1.69
Brand	J. C. Penney Ranchcraft
Trimming	Yellow stitched, rivets
Fastener	Gripper-zipper
Pockets	Patch stitched, watch pocket open
Reinforcements	All seams triple stitched; bartacks and rivets; Invisible welded knee

#### SLACKS

<b>Item</b>	<b>Code</b>
<b>SLACKS</b>	<b>S 1</b>
Style	Hollywood top, front pleats, belt loops
Fabric	100% wool flannel
Color	Light gray
Size	14 — waist 27" length 29"
Price	\$7.95
Brand	Sears-Roebuck
Trimming	None
Fastener	Hook and zipper
Pockets	Back: one flat button down, 1 open
Reinforcements	Bartacked at pockets and base of zipper Seams single stitched, overcast
Cuff	Unfinished

<b>SLACKS</b>	<b>S 2</b>
Style	Hollywood top, pleat front, self-belt with loops
Fabric	Rayon with nylon warp 15%, Dacron filling 15% Gabardine

Item	Code
Color	Navy blue
Size	12 — waist 26" length 26"
Price	\$4.98
Brand	Montgomery Ward
Trimming	Top stitching outside seams
Fastener	Hook and zipper
Pockets	Flap button both hip
Reinforcements	Bartacked pockets and zipper Seams: inseam, single stitched overcast; outseam, double stitched overcast
Cuff	Finished
Extra	Rubberized shirt gripper in band
SLACKS	S 3
Style	Hollywood top, pleat front, self-belt with loops, built in band
Fabric	Seralon gabardine, rayon and acetate, 20% nylon
Color	Brown
Size	12 — waist 26" length 25"
Price	\$4.98
Brand	Sears-Roebuck — Fraternity Prep
Trimming	Stab stitching outside seams
Fastener	Hook and zipper
Pockets	One tab button, one open on back
Reinforcements	Bartacked pockets, base zipper; seams: inseam, single stitched overcast; outseam, double stitched overcast
Cuff	Finished
SLACKS	S 4
Style	Hollywood top, front pleats with loops
Fabric	Corduroy
Color	Deep blue
Size	12
Price	\$3.98
Brand	Sears-Roebuck
Trimming	None
Fastener	Zipper and gripper
Pockets	1 tab — 1 open in back
Reinforcements	Bartacked: pockets and base of zipper Seams: single stitched overcast on all
Cuffs	Finished
SLACKS	S 5
Style	Hollywood top, pleat front with belt loops
Fabric	Rayon acetate flannel
Color	Light gray
Size	14 — waist 27" length 28"
Price	\$3.98
Brand	Montgomery Ward
Trimming	None
Fastener	Zipper-gripper
Pockets	1 tab — 1 open
Reinforcements	Bartacked pockets, base zipper, tabs; Seams: single stitched overcast on all
Cuffs	Finished

## KNIT SHIRTS

Item	Code
KNIT SHIRT	KS 1
Style	Pullover, band neck, long sleeve
Knit	Novelty
Fiber	Cotton
Color	Brown with orange, tan, white
Size	12
Price	\$1.17
Brand	Montgomery Ward
Trimming	None
Fastener	None
Pocket	None
Collar	None
KNIT SHIRT	KS 2
Style	Pullover, band neck, short sleeve, raglan sleeve
Knit	Stretch
Fiber	Cotton
Color	Grayed blue
Size	4-10
Price	\$1.49
Brand	Kurvy Jr. — Montgomery Ward — Barclay Product
Trimming	None
Fastener	None
	Pocket - - - None
	Collar - - - None
KNIT SHIRT	KS 3
Style	Pullover, open neck, collar, long sleeve
Knit	Interlock
Fiber	Cotton
Color	Navy with red and white flannel trim
Size	12
Price	\$1.17
Brand	Montgomery Ward
Trimming	Red and white flannel collar, pocket flap
Fastener	Button loops front placket
Pocket	One flap
Collar	Flannel
KNIT SHIRT	KS 4
Style	T-shirt, white undershirt, short sleeve
Knit	Plain
Fiber	Cotton with nylon in neck band
Color	White
Size	12 — chest 28-29"
Price	\$ .79
Brand	Penney's
Trimming	None
Fastener	None
Pocket	None
Collar	None
KNIT SHIRT	KS 5
Style	Pullover, placket neck, collar, short sleeves
Knit	Plain

Item	Code
Fiber	Cotton and Orlon
Color	Pastel and pink-tan
Size	12 — chest 28-29"
Price	\$1.98
Brand	Penney's
Trimming	Blue stitched collar, striped placket
Fastener	Flat button
Pocket	None
Collar	Self-fabric

#### WOVEN SHIRT

WOVEN SHIRT	WS 1
Style	Button front
Fiber	Cotton flannel
Color	Plaid — aqua
Size	12
Price	\$1.59
Brand	Sears-Roebuck — Fraternity Prep
Trimming	None
Fastener	Flat button
Pocket	2 flat button
Collar	Reversible
Cuff	Single button standard, continuous placket
WOVEN SHIRT	WS 2
Style	Italian frong — gondola
Fiber	Imported cotton (Pima)
Color	Plaid — brown
Size	12
Price	\$2.98
Brand	Sears-Roebuck — Rob Roy
Trimming	None
Fastener	Flat button at center front
Pocket	1 patch
Collar	Self — Italian
Cuff	Single button — standard; continuous placket — bartack
WOVEN SHIRT	WS 3
Style	Sport, reversible collar, open front
Fiber	Rayon gabardine
Color	Rust
Size	12
Price	\$2.98
Brand	Sears-Roebuck, — Fraternity Prep, Boyville
Trimming	Stab stitched collar, pocket flaps
Fastener	Flat button
Pocket	Patch with flap loose
Collar	Reversible
Cuff	2 button sport tailored
WOVEN SHIRT	WS 4
Style	Sport, reversible collar, open front
Fiber	Corduroy (cotton?)

<b>Item</b>	<b>Code</b>
Color	Gold
Size	12
Price	\$2.98
Brand	Montgomery Ward
Trimming	None
Fastener	Flat button
Pockets	2 patch
Collar	Reversible
Cuff	Single button standard, continuous placket
<b>WOVEN SHIRT</b>	<b>WS 5</b>
Style	Dress-sport, reversible collar, open front
Fiber	Spun rayon
Color	Pastels
Size	12
Price	\$2.98
Brand	Montgomery Ward — Sea Island — A Shirtmaker's Shirt
Trimming	Brown, red embroidery on pocket and collar
Fastener	Flat button
Pocket	1 patch
Collar	Reversible
Cuff	2 button standard, continuous placket
<b>WOVEN SHIRT</b>	<b>WS 6</b>
Style	Dress, one-way collar, French cuffs
Fiber	Cotton
Color	White
Size	12 — neck 12½"
Price	\$1.98
Brand	Montgomery Ward — Tommy Tucker
Trimming	Cuff links jeweled
Fastener	Flat button — cuff links
Pocket	1 patch
Collar	Dress — banded — stay pointed
<b>WOVEN SHIRT</b>	<b>WS 7</b>
Style	Gingham sport, reversible collar, open front
Fiber	Cotton gingham
Color	Gray-yellow plaid
Size	12
Price	\$1.98
Brand	Penney's
Trimming	Yellow buttons
Fastener	Flat buttons
Pockets	2 patch
Collar	Reversible
Cuff	1 button standard, continuous placket
<b>WOVEN SHIRT</b>	<b>WS 8</b>
Style	Sport dress, reversible collar, open front
Fiber	Spun rayon — printed
Color	Mustard — pink
Size	12 — neck 12½"
Price	\$1.98
Brand	Montgomery Ward — Lucky Boy
Trimming	None
Fastener	Flat button
Pocket	2 patch flat button
Collar	Reversible
Cuff	Single button standard